

13. The display apparatus of claim **11**, wherein the sensor detects a location of bending of the substrate.

14. The display apparatus of claim **11**, wherein the display controller controls a size of a display area of active light-emitting elements based upon the bending of the substrate detected by the sensor.

15. A display apparatus comprising:
a display unit having a display area to display at least one image, said display unit including:
a bendable substrate configured to bend and flex into a number of different positions;
display elements carried on said substrate; and
a sensor configured detect an amount of curvature of the substrate when it is bent,

wherein,

the display area comprises active display elements, and
a size of the display area is controlled based upon the amount of curvature of the substrate.

16. The display apparatus of claim **15**, wherein the display controller is configured to control the display area differently when the display unit transitions from a flat state to a bent state than when the display unit transitions from a bent state to a flat state.

17. The display apparatus of claim **16**, wherein for a given change in resistance values, a rate of change of the display area is different when the display unit transitions from a flat state to a bent state than when the display unit transitions from a bent state to a flat state.

18. The display apparatus of claim **15**, wherein the display area of active light-emitting elements is provided on a region of the substrate that is not bent.

19. A method for controlling a display unit, said method comprising:

detecting an amount of bending of a bendable substrate of the display unit; and
controlling a size of a display area of active light-emitting elements at least in part based upon the bending of said substrate.

20. The method of claim **19**, further comprising:
detecting an amount of bending of another bendable substrate of the display unit; and

controlling a size of a display area of active light-emitting elements at least in part based upon the bending of said another substrate.

21. The method of claim **20**, further comprising:
determining if a first side of said substrate is bent in a convex shape or a concave shape, said determination being based on a comparison between a result detected by a sensor regarding the bending of said substrate and a result detected by another sensor regarding the bending of said another substrate; and
controlling a size of a display area of active light-emitting elements at least in part based upon said determination.

22. The method of claim **19**, wherein the bending of said substrate is detected by a sensor that includes opposed electrodes, and said detecting includes:

applying a predetermined voltage to one of the electrodes;
and

monitoring a resistance value between the electrodes.

23. The method of claim **22**, further comprising:
comparing the resistance value of the sensor with a reference resistance value, the reference resistance value being a resistance value of the substrate in an unbent state;

calculating a difference between the resistance value of said sensor and the reference resistance value; and
setting the size of the display area of active light-emitting elements in relationship to the calculated amount.

24. The method of claim **23**, wherein

if the calculated amount is not greater than a threshold value, then the size of the display area is not reduced; and
if the calculated amount is greater than the threshold value, then the size of the display area is changed.

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